

Message Text

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P 100558Z APR 78

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 6914

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PASS COMMERCE FOR ASSISTANT SECRETARY WEIL

E.O. 11652: NA

TAGS: BEXP, JA, US

SUBJECT: PROPOSED U.S. TRADE MISSION TO JAPAN: FORMAT
. AND SCHEDULING

REFS: (A) TOKYO 5860, (B) WEIL/KLEIN TELECON 4/4,
. (C) TOKYO 5290, (D) USDOC 5360

1. SUMMARY. EMBASSY WELCOMES PROPOSAL TO MOUNT
AN OFFICIAL U.S. TRADE MISSION TO JAPAN IN
OCTOBER 1978. BECAUSE MARKET CONSIDERATIONS
DICTATE THAT THE MISSION WOULD BE GENERALLY
LIMITED TO TWO AREAS--TOKYO AND OSAKA/KOBE--EMBASSY
SUGGESTS THAT MAXIMUM EFFECTIVENESS WOULD BE
ACHIEVED IF COMMERCE CONSIDERS A SERIES OF
BACK-TO-BACK SPECIALIZED MISSION VISITS, BEGINNING
IN OCTOBER WITH A SPOKESMAN GROUP AND ONE
SPECIALIZED UNIT, WITH OTHER UNITS TO FOLLOW
AT TWO-WEEK INTERVALS. ALL WOULD BE UNDER THE
AEGIS OF THE TRADE FACILITATION COMMITTEE AND
THE UMBRELLA OF THE (SUGGESTED TITLE) "U.S.
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EXPORT DEVELOPMENT MISSION TO JAPAN." BY THUS
REPLACING THE LARGE, SINGLE-VISIT CONCEPT THE
DRAMATIC IMPACT MIGHT ALSO BE ENHANCED BY
REFLECTING A MORE SUSTAINED EFFORT ALONG THE
LINES OF WHAT JAPANESE GOVERNMENT AND BUSINESS
SPOKESMEN HAVE BEEN INCREASINGLY SUGGESTING.
END SUMMARY.

2. REF A DESCRIBED EMBASSY'S VIEWS ON BASIC OBJECTIVES OF LARGE-SCALE U.S. TRADE MISSION TO JAPAN PROPOSED FOR OCTOBER 1978, AND INDICATED INITIAL PRODUCT LINES FOR COMMERCE CONSIDERATION. PURPOSE OF THIS MESSAGE IS TO DISCUSS MOST DESIRABLE FORMAT AND SCHEDULING OF MISSION IN ORDER TO ACHIEVE MAXIMUM EFFECTIVENESS.

3. AT THE OUTSET, EMBASSY WISHES TO NOTE THAT IT STRONGLY SUPPORTS ASSISTANT SECRETARY WEIL'S ANNOUNCEMENTS OF MARCH 10 AND MARCH 24 (REF D) REGARDING OCTOBER MISSION. WE BELIEVE THIS EFFORT REPRESENTS A HIGHLY APPROPRIATE AND DRAMATIC RESPONSE TO THE MARCH JAPAN IMPORT PROMOTION MISSION TO THE U.S., AND WILL BE WELCOMED BY GOJ AS WELL AS MANY ELEMENTS OF JAPANESE BUSINESS COMMUNITY. THE AMERICAN CHAMBER OF COMMERCE IN JAPAN (ACCJ) HAS PLEDGED THE FULL COOPERATION OF ITS FIVE HUNDRED MEMBER COMPANIES.

4. FROM REF D AND CONVERSATIONS WITH USDOC OFFICIALS, EMBASSY UNDERSTANDS THAT COMMERCE'S PRESENT INTENTION IS TO ORGANIZE VISIT ALONG LINES OF IKEDA MISSION, I.E., A LARGE MISSION OF 90-100 BUSINESS EXECUTIVES ORGANIZED INTO SMALL SPECIALIZED GROUPS WHICH WOULD BE PROGRAMMED SEPARATELY.

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5. AS COMMERCE IS AWARE, SUCH PROGRAMMING FOR THE IKEDA MISSION WAS COMPLEX AND DIFFICULT, BUT WITH THE VARIOUS UNITS SPREAD OVER A TOTAL OF SEVENTEEN U.S. CITIES, AND WITH THE ASSISTANCE OF THE COMMERCE (AND JETRO) NETWORK OF DISTRICT OFFICES, THE SCHEDULING WAS CARRIED OUT EFFICIENTLY AND WITH IMPRESSIVE RESULTS.

6. THE SITUATION IN JAPAN IS QUITE DIFFERENT, AND FOR THIS REASON THE EMBASSY WISHES TO PROPOSE A DIFFERENT ORGANIZATIONAL AND LOGISTICAL APPROACH. HERE, INSTEAD OF SOME SEVENTEEN CITIES--WHICH WAS GENERALLY LOGICAL AND PRACTICAL IN TERMS OF THE UNITED STATES--THE CONCENTRATION OF COMMERCIAL AND INDUSTRIAL INTERESTS DICTATES THAT ANY U.S. MISSION WILL BE PRIMARILY (IF NOT EXCLUSIVELY) SCHEDULED FOR TWO AREAS WHICH ARE OVERWHELMINGLY THE NUMBER ONE AND NUMBER TWO COMMERCIAL CENTERS OF JAPAN: TOKYO AND OSAKA/KOBE. DEPENDING ON PRODUCT LINE, OTHER CITIES MIGHT BE ADDED IN SPECIFIC CASES (E.G., NAGOYA FOR REPRESENTATIVES OF AUTOMOBILE COMPONENT MANUFACTURERS). AND ADDITIONAL STOPS FOR

THE SPOKESMAN GROUP OF GOVERNMENT REPRESENTATIVES MIGHT BE CONSIDERED FOR POLITICAL IMPACT. IN GENERAL, HOWEVER, SPECIALIZED UNITS COMPOSED OF HIGH-LEVEL BUSINESS EXECUTIVES WHO ARE DEVOTING TWO WEEKS OF VALUABLE TIME TO DEVELOP EXPORT BUSINESS IN JAPAN MUST SPEND THAT TIME WHERE THE GREATEST BUSINESS POTENTIAL IS LOCATED, TOKYO AND OSAKA/KOBE.

7. THE EMBASSY THUS BELIEVES THAT THE CONCEPT OF ALL ONE HUNDRED-ODD MISSION MEMBERS ARRIVING IN JAPAN AT THE SAME TIME, WITH A DIVERSITY OF PRODUCT

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INTERESTS AND TRADE OBJECTIVES, SHOULD BE RECONSIDERED.

8. ONE ELEMENT THAT MUST ENTER INTO SUCH CONSIDERATION IS THAT OF COST. NORMALLY, THE U.S. TRADE CENTER IN TOKYO, AND FOR OSAKA/KOBE THE AMERICAN MERCHANDISE DISPLAY CENTER IN OSAKA (AMDO), ARE MADE AVAILABLE FOR THE BUSINESS APPOINTMENTS SCHEDULED WITH MISSION MEMBERS. SUCH SPACE WOULD OF COURSE NOT BE ADEQUATE FOR A HALF-DOZEN SPECIALIZED MISSION UNITS. WHEN THE SEVEN-MEMBER COMPUTER SOFTWARE IOGA VISITED JAPAN IN NOVEMBER 1977, HOWEVER, BECAUSE OF A SCHEDULING CONFLICT BY WASHINGTON, THE USTC WAS NOT AVAILABLE. WORKING WITHIN THE IOGA BUDGET AUTHORIZED BY COMMERCE, THE EMBASSY ENGAGED A SMALL SUITE OF THREE CONFERENCE ROOMS AT THE HOTEL OKURA, AT A COST OF ABOUT \$70 PER DAY. THE QUARTERS WERE

CRAMPED AND NOT ENTIRELY ADEQUATE. THE ALTERNATIVE WOULD HAVE BEEN ONE VERY LARGE ROOM, APPROPRIATELY SUBDIVIDED, AT A COST OF \$1200 (RPT) \$1200 PER DAY, FAR BEYOND BUDGETARY LIMITATIONS.

9. ANOTHER COST ELEMENT THAT WOULD BE MAGNIFIED WITH A MASS VISIT WOULD RELATE TO TRANSPORTATION. ALMOST UNCLASSIFIED

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ALL VEHICLES NECESSARY FOR SUCH A PROGRAM WOULD HAVE TO BE COMMERCIALY RENTED, AT EXTREMELY HIGH RATES BY WORLD STANDARDS.

10. PERHAPS MOST IMPORTANT, HOWEVER, A LARGE MULTI-FACETED MISSION IN TOKYO OR OSAKA/KOBE AT ONE TIME WOULD NOT ACHIEVE MAXIMUM EFFECTIVENESS IN TERMS OF THE BASIC OBJECTIVE--DEVELOPING U.S. EXPORT BUSINESS. THE SUPPORT OF THE JAPANESE (AND AMERICAN) BUSINESS COMMUNITY, OF THE JAPANESE GOVERNMENT (INCLUDING JETRO), AND INDEED OF THIS EMBASSY, WOULD BE DISPERSED SO BROADLY THAT APPROPRIATE ATTENTION TO THE INDIVIDUAL NEEDS AND REQUIREMENTS OF MISSION MEMBERS WOULD SUFFER.

11. RECOMMENDATION: THE EMBASSY BELIEVES, THEREFORE, THAT DRAMATIC IMPACT COULD BE RETAINED, AND THE POSSIBILITY OF CONCRETE BUSINESS RESULTS CONSIDERABLY ENHANCED, IF COMMERCE CONSIDERS A SERIES OF BACK-TO-BACK SPECIALIZED MISSION VISITS, BEGINNING APPROXIMATELY OCTOBER 1, ALL UNDER THE AEGIS OF THE JOINT U.S.-JAPAN TRADE FACILITATION COMMITTEE AND UNDER THE UMBRELLA OF THE SPOKESMAN GROUP WHICH WOULD VISIT JAPAN TO COINCIDE WITH THE PLANNED OPENING OF THE WORLD IMPORT MART. WE SUGGEST THAT THE SPOKESMAN GROUP BE ACCOMPANIED BY ONE OF THE PROPOSED SPECIALIZED UNITS. BECAUSE THE MART IS PARTLY ORIENTED TOWARD CONSUMER PRODUCTS, AND IN LINE WITH ONE OF OUR RECOMMENDATIONS IN REF A, THIS SPECIALIZED UNIT MIGHT WELL REPRESENT CONSUMER PRODUCT INTERESTS.

12. WE WOULD ENVISAGE VISITS BY SPECIALIZED UNITS IN TWO-WEEK INTERVALS, EXTENDING INTO EARLY DECEMBER. USTC AND AMDO AVAILABILITY, THE LATE DECEMBER/EARLY UNCLASSIFIED

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JANUARY HOLIDAY PERIOD IN JAPAN, AND OTHER CONSIDERATIONS MIGHT NECESSITATE SCHEDULING INTO EARLY 1979. HOWEVER, THE IMAGE THUS CREATED MIGHT, IN FACT,

REPLACE THAT OF A LARGE, ONE-SHOT AFFAIR WITH ONE
OF SUSTAINED LONGER-TERM INTEREST, THE VERY LACK
OF WHICH THE JAPANESE SO FREQUENTLY CRITICIZE.

13. FINALLY, THIS NEW MAJOR EFFORT BY THE U.S.
GOVERNMENT SHOULD BE APPROPRIATELY NAMED. THE "WEIL
MISSION" IS AN OBVIOUS INFORMAL TITLE, DENOTING
A RESPONSE TO THE "IKEDA MISSION." MORE OFFICIALLY,
HOWEVER, WE SUGGEST "U.S. EXPORT DEVELOPMENT MISSION
TO JAPAN," WITH ALL SPECIALIZED UNITS CONSIDERED
AS SUBGROUPS OF THAT MISSION. THE CHOICE OF
THE TERM "EXPORT DEVELOPMENT" REFLECTS OUR SUGGESTIONS
IN REF A.

14. ACTION REQUESTED: EMBASSY WOULD APPRECIATE
COMMENTS ON ITS PROPOSAL.

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